

TO: BOSTON ROU
NY METRO ROU
BUFFALO ROU
FOR: DISSEMINATION TO ALL APPROPRIATE PERSONNEL

DATE: 7/17/97

CHAIN PROMOTIONAL INFORMATION

CHAIN NAME: STORE 24 CID #: 0949-00-00

PROMOTION TYPE: TEMPORARY DISPLAY

SUPPLIER: MCLANE

DESCRIPTION: WINSTON NO-BULL DISPLAY

	Sales	Retail
BRANDS:	1221	1222
WINSTON BOX - WINSTON LT BOX	1222	1223
	1223	1226
	1224	1229
AUTHORIZED LOCATIONS:	1225	ROM
ALL STORES	1226	PG SC
	1229	MC PA
	1240	
	1244	RSM RBM

TIMING: AUGUST THROUGH DECEMBER

DISPLAY METHOD: WINSTON TOWER DISPLAY #527603 OR OTHER WINSTON NO-BULL DISPLAY.

ACTION REQUIRED: PLEASE FOLLOW THROUGH ASAP. THIS DISPLAY WILL BE THE ONLY
METHOD OF CONVEYING THE NO-BULL PROPOSITION IN STORE 24.

COMMENTS: ATTACHED STORE BULLETIN FROM BOB EDDY IS SELF-EXPLANATORY -
PLEASE FOLLOW THROUGH AS OUTLINED.

AUTHORIZED BY: BOB EDDY

R.J.R. REP: J. L. Merusi

CC: RM'S

DIVISION: 1142
PHONE: 508-923-0521
FAX: 508-923-0240

51847 1974

TEMPORARY DISPLAY PROMOTION

AUGUST 4 - DECEMBER 31, 1997

R. J. REYNOLDS IS OFFERING A \$10 /MONTH /STORE TEMPORARY DISPLAY ALLOWANCE FOR THE NEW

WINSTON "NO BULL"

THIS IS THEIR ANSWER TO AMERICA'S SPIRIT, AN ALL NATURAL TOBACCO.

BEGINNING AUGUST 4TH, RJR REPRESENTATIVES WILL VISIT ALL STORES TO SET UP THIS DISPLAY.

FEATURE THIS DISPLAY AT THE SECONDARY REGISTER FOR THE MONTH OF AUGUST. STORES WITH ENOUGH COUNTER SPACE SHOULD FEATURE IT AT THE PRIMARY REGISTER, WITH BASIC UNTIL AUGUST 14TH AND WITH LEGEND AFTER THAT DATE.

AFTER FOUR WEEKS, PLACE IT ON THE BACK BAR, UNTIL DECEMBER.

WE DO NOT OFTEN GET THE CHANCE TO PROMOTE WINSTON TO OUR CUSTOMERS. IT IS OUR # 7 BRAND !

BUILD SALES AND CUSTOMER SATISFACTION

SELL ONE MORE (BRAND) !!

350 Eddy

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